

Foreign Agricultural Service, USDA

§ 1550.3

of section 204(e) of the Act should address such inquiries to the Administrator, Foreign Agricultural Service, United States Department of Agriculture, Washington, DC 20250. Issued at Washington, DC this 19th day of March, 1993.

PART 1550—PROGRAMS TO HELP DEVELOP FOREIGN MARKETS FOR AGRICULTURAL COMMODITIES

Sec.

1550.1 Purpose and scope.

1550.2 Definitions.

1550.3 Market Development Project Agreements.

1550.4 Export Incentive Program Agreements.

1550.5 Program participation and benefits.

1550.6 Compliance with program requirements.

1550.7 Paperwork Reduction Act assigned number.

AUTHORITY: Sec. 601 of the Agricultural Act of 1954, as amended (7 U.S.C. 1761); Secs. 108(d)(2)(B) and 108(f) of the Agricultural Trade Development and Assistance Act of 1954, as amended (7 U.S.C. 1708); Sec. 4214(d) of the Agricultural Competitiveness and Trade Act of 1988 (7 U.S.C. 5234(d)); E.O. 12220, 45 FR 44245.

SOURCE: 54 FR 37784, Sept. 13, 1989, unless otherwise noted.

§ 1550.1 Purpose and scope.

(a) This part sets forth policies and requirements with respect to the conduct by the FAS of programs utilizing public or private entities in the United States to help develop foreign markets for United States agricultural commodities on a mutually benefiting basis. As far as practicable, FAS relies upon representatives of the private U.S. agricultural sector to carry out market development activities through cooperative agreements.

(b) These activities include entering into contracts pursuant to which FAS procures, for a stated consideration, property and services needed in developing markets for U.S. agricultural commodities.

§ 1550.2 Definitions.

(a) *Agricultural commodities* includes agricultural commodities and products thereof.

(b) *Affiliate or affiliated organization* means any partnership, association, company, corporation, trust, or any other legal entity in which the program participant has any investment other than an investment in any mutual fund.

(c) *Cooperator* means an entity entering into a Market Development Project Agreement.

(d) *Export Incentive Program Agreements* mean cooperative agreements between FAS and a private United States entity for the purpose of maintaining, expanding or creating foreign markets for United States agricultural commodities through the promotion of brand-identified agricultural commodities.

(e) *FAS* means the Foreign Agricultural Service of the United States Department of Agriculture.

(f) *Incentive payment* means FAS reimbursement for eligible promotion costs incurred under the terms of an Export Incentive Program Agreement.

(g) *Market Development Project Agreements* mean cooperative agreements between FAS and United States agricultural trade associations or associations of State Departments of Agriculture for the purpose of maximizing sales in foreign markets of U.S. agricultural commodities. Activities to be undertaken are intended to promote specific commodities on a generic or brand-identified basis, or through programs which include both elements.

(h) *Participant or program participant* means any entity entering into an agreement within the scope of this part 1550.

(i) *Project funds* are funds made available by FAS to program participants.

(j) *Sales teams* are teams engaged in activities intended to result in specific sales by team members.

(k) *Trade teams* are teams engaged in activities to promote the interests of the entire agricultural sector represented by the program participant.

§ 1550.3 Market Development Project Agreements.

(a) *Eligible Organizations*. In selecting trade and Agricultural groups as co-operators, representative nonprofit U.S. agricultural trade organizations will be used to the maximum extent